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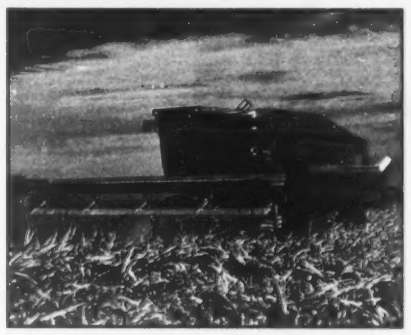
Crop Harvesting And Handling Emphasis

IMPLEMENT & TRACTOR

The Business Magazine of the Agricultural, Industrial & Outdoor Power Equipment Industry



VOLUME 106, NO. 7 AUGUST 1991

Industry Veteran

Carlson New Case President

TENNECO Inc., has announced that Robert J. Carlson has been named president and chief executive officer of its J I Case agricultural and construction equipment unit and is to be elected to the Tenneco Inc., board of directors.

Carlson, 61, began his professional career at Deere & Company, where he spent 29 years, serving last as a senior vice president and member of the board of directors. In 1979 he joined United Technologies Corporation, where he became president and a member of the board of directors.

From 1985 until his recent departure, he was chairman and chief executive officer of BMC Industries, Inc., a manufacturer of electronic and optical products based in Minneapolis.

"Bob Carlson is a seasoned industrial leader with lifelong experience and understanding of industry, particularly the agricultural and construction equipment business—the customers, dealers, products and the challenges," said J.L. Ketelsen, Tenneco chairman and chief executive officer. "He's a strong, no-nonsense executive, and we look to him to continue to build Case as a worldwide competitor. We're glad to have him."

"I took this job because I am personally convinced that Case has the people and the products in place to

(See CARLSON, pg. 22)

New Efforts Spotlighted By AGCO

By SCOTT NESBITT

ARMED WITH orders for 1,000 of their new orange AGCO-Allis tractors, officials of Allis-Gleaner Corp. are feeling optimistic about the future of the new farm machinery conglomerate they are putting together.

"Beside writing orders for 1,000 tractors, we took orders for 125 of the new series of Gleaner combines, and we have cards from 450 dealers who say they'd like to talk about taking on companion lines in the AGCO group," said Susan Hogan,

(See AGCO, pg. 3)

AN INNOVATIVE British-made stripper-header is helping speed harvests in rice and small grains, and generating some sales for dealers. Story on Pg. 6.

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ROBERT RATLIFF is heading a major integration of lines under the AGCO banner, with a new supplier for the Deutz-Allis tractor line; redesigned Gleaner combines; the acquisition of White tractor production and dealerships; and the takeover of the Hesston product line and half-ownership of the plant that builds hay tools for Tenneco's Case-International dealers.

AGCO——

(From pg. 1)

vice president of communications for the corporation.

Hogan was a major producer of weeks of meetings near Independence, Mo., in June at which AGCO executives introduced themselves and various new, updated and old product lines to dealers of the Deutz-Allis and Hesston product lines and the White tractor lines.

After a series of hectic months in which AGCO chief Robert J. Ratliff seemed to be on an endless buying spree, Hogan reported at the end of July that there had been no new purchases recently, and no decisions made yet on where the company will move production of White tractors (and the 9100 series of large Deutz-Allis models), which are to be built at White-New Idea's Coldwater, Ohio, plant until the end of August.

"He's probably buying something, but I don't know about it because he's on vacation," she said. "Things are settling down here a little bit, but they're heating up as far as putting plans into action. The next big item will probably be the decision on where we put tractor production, but there's no real rush on that."

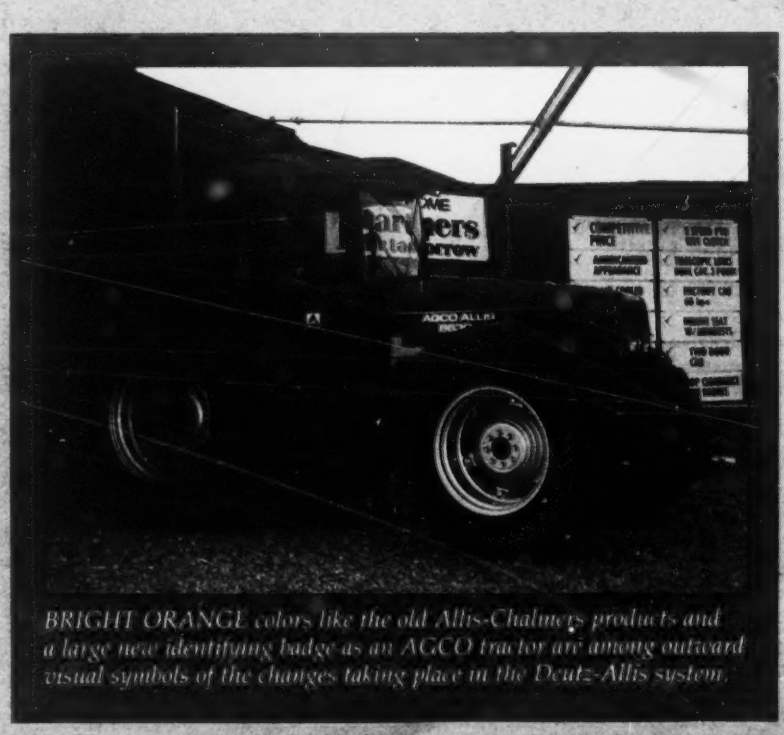
Ratliff used the "Partners for Tomorrow" meetings with dealers to outline the AGCO game plan and show off the extensive new tractor lineup built in Italy to AGCO specifications by Europe's SLH consortium, formed by SAME and Lamborghini of Italy and Hurlimann of Switzerland.

The new tractors, rated from 40 to 130 pto horsepower, use direct air-cooled engines, the Deutz-Allis lineup will also include 6 DX models of green-painted air-cooled KHD tractors, rated from 51 to 120 pto hp and bearing the Deutz-Allis nameplate.

Air-cooled engines, built in Germany by KHD-Deutz, are used in the Gleaner combines, built in Independence, Mo., and in the orange-painted 9100 series of tractors built to Deutz-Allis specifications at the White-New Idea tractor operation. The 9100 series includes 4 models rated at 135 to 193 pto hp.

White tractor dealers, the latest AGCO acquisition, will continue with water-cooled tractors in the America series, (2 models of 61 and 81 pto hp) and the Workhorse series (4 models of 125 to 195 pto hp). Hesston hay equipment was to re-

(See AGCO, pg. 12)



BRIGHT ORANGE colors like the old Allis-Chalmers products and a large new identifying badge as an AGCO tractor are among outward visual symbols of the changes taking place in the Deutz-Allis system.

INDUSTRY UPDATE

Snow Thrower Shipments Decline

The OPEI estimate for snow thrower shipments in model year 1991 (March 1, 1990-February 28, 1991) indicates a decrease of 20 percent.

U.S. manufacturers, both OPEI members and non-members, shipped 285,000 single and two stage units in comparison to the 1990 model year shipments of 355,000 units.

Continued below normal snow fall was a major contributor to this reduction in shipments as well as inventory reductions at the retail level. □

GT Mfg. Formed After Purchase

The assets of the former bankrupt GT, Inc. Company have been purchased by the owners of Grain Belt Supply Company, Inc. of Salina, Kan., a manufacturing company in the agriculture industry for the past 40 years. From this, a new company, GT Mfg., Inc., has been formed and began operation on June 3.

GT Mfg., Inc. has retained all key personnel, and will continue producing its grain dryer, no-till drill, and grain cleaner lines. New ownership and management will aggressively pursue new pricing and policies that will allow GT Mfg., Inc. to better serve their customers. □

Video Developed To Prevent Tractor Accidents

California Polytechnic State University, in association with The Zenith Insurance Company, has developed a new 24-minute videotape to train tractor operators to prevent tractor accidents. This video is titled *Tractor Accidents: It's not Gonna Happen To Me.*

The program starts with a segment on "pre-operation check", directing the viewer to inspect such items as the spinner shield, shaft, tires, oil and fuel shut-off cable before operation. Each following segment covers its topic in a similarly comprehensive manner. Additional topics include "transporting tractor", operation check", "tractor behavior and accident prevention", and "emergency response procedures".

The video uses dramatization and computer animation to demonstrate how accidents happen and emphasize ways to avoid them. It utilizes a blend of entertainment value to make it enjoyable as well as educational.

Tractor Accidents: It's Not Gonna Happen To Me should be viewed by tractor operators in any farm or ranch operation, landscape companies using tractors, agriculture students, and anyone with agricultural safety training responsibilities. It is available in Spanish and English. VHS copies may be ordered for $95.00 plus $7.60 shipping and handling from Vocational Education Productions, California Polytechnic State University, San Luis Obispo, CA 93407. California residents must include 6 percent sales tax. For further information call 1-800-235-4146. □

Blount Reports $3 Million Loss

Blount, Inc. has reported financial results for the first quarter ended May 31. Sales and revenues, affected by the continuing recession, were $136.7 million compared to $170.8 million for last year. Operating income was $2.7 million compared to $6.7 million last year. Net loss was $3.0 million ($.25 per share) compared to net income of $1.2 million ($.10 per share) in last year's first quarter.

R. William Van Sant, president and chief executive officer of Blount, Inc. said, "The company's first quarter performance is essentially in line with our plan. We anticipated the results given the prolonged recession and its effects on our markets. Also, the cyclical nature of our businesses usually impacts first quarter performance."

The Outdoor Products group reported improved performance, aided by increased demand for its lawn

Canadian Market: June Up, Year Down

ALTHOUGH YEAR-TO-DATE figures remain discouraging, some positives were reported by the Canadian Farm & Industrial Institute in its June report. Total farm wheel tractor sales, with the exception of 2-wheel drive units under 40 hp, increased during the month. Self propelled combines have recovered significantly while pull type combine sales remain off. Baler and mower conditioner sales improved during June. Forage harvesters and swathers struggled. □

Canada Report Retail Sales In Units

EQUIPMENT	June 1991	June 1990	% Chg.	June/Ytd 1991	June/Ytd 1990	% Chg.
FARM WHEEL TRACTORS						
2WD under 40 H.P.	351	474	-25.9%	1,381	1,946	-29.0%
2WD 40-99 H.P.	718	655	9.6%	3,042	3,519	-13.6%
2WD 100 H.P. & Over	326	178	83.1%	1,390	1,484	-6.3%
Total 2WD	1,395	1,307	6.7%	5,813	6,949	-16.3%
Total 4WD	174	124	40.3%	844	948	-11.0%
TOTAL FARM WHEEL TRACTORS:	1,569	1,431	9.6%	6,657	7,897	-15.7%
COMBINES						
Self Propelled	161	91	76.9%	488	367	33.0%
Pull Type	11	17	-35.3%	20	46	-56.5%
BALERS						
Rectangular Balers	187	161	16.1%	351	470	-25.3%
Round Balers	620	535	15.9%	1,193	1,364	-12.5%
SWATHERS						
Self Propelled	63	77	-18.2%	137	192	-28.6%
Pull Type	39	67	-41.8%	92	136	-32.4%
FORAGE HARVESTERS						
Shear Bar Type	87	103	-15.5%	218	221	1.4%
MOWER CONDITIONERS	758	689	10.0%	1,329	1,376	3.4%

EMI Flash Report

News Good, Bad

After a slight recovery in some sectors of May, farm wheel tractor sales in June slipped back into the doldrums in June, losing ground in the below 100 hp, as well as in the total 2-wheel drive and total 4-wheel drive categories, for both the month and year-to-date. Above 100 hp tractor sales climbed for the second straight month, however. Combine sales improved significantly in May and June, according to the flash report of the Equipment Manufacturers Institute. □

U.S. - UNIT RETAIL SALES

Equipment	May 1991	May 1990	% Change	January-May 1991	January-May 1990	% Change	April 1991 Inventory N.A. Factory & U.S. Field
Farm Wheel Tractors:							
2-Wheel Drive							
Under 40 HP	5,001	5,412	(7.6)	15,558	19,239	(19.1)	40,539
40 & Under 100 HP	4,172	4,015	3.9	14,816	16,894	(12.3)	26,099
100 HP & Over	1,999	1,665	20.1	9,941	10,537	(5.7)	12,879
Total 2-Wheel Drive	11,172	11,092	.7	40,315	46,670	(13.6)	79,517
Total 4-Wheel Drive	610	469	30.1	1,920	2,284	(15.9)	2,736
Total Farm Wheel Tractors	11,782	11,561	1.9	42,235	48,954	(13.7)	82,253
Combines:							
(Self-Propelled)	1,308	811	61.3	3,606	3,167	13.9	6,023

U.S. - UNIT RETAIL SALES

Equipment	June 1991	June 1990	% Change	January-June 1991	January-June 1990	% Change	May 1991 Inventory N.A. Factory & U.S. Field
Farm Wheel Tractors:							
2-Wheel Drive							
Under 40 HP	4,862	5,577	(12.8)	20,456	24,816	(17.6)	37,851
40 & Under 100 HP	4,238	4,552	(6.9)	19,042	21,446	(11.2)	24,722
100 HP & Over	1,924	1,294	48.7	11,865	11,831	.3	12,481
Total 2-Wheel Drive	11,024	11,423	(3.5)	51,363	58,093	(11.6)	75,054
Total 4-Wheel Drive	463	467	(.9)	2,239	2,751	(18.6)	2,716
Total Farm Wheel Tractors	11,487	11,890	(3.4)	53,602	60,844	(11.9)	77,770
Combines:							
(Self-Propelled)	1,165	951	22.5	4,771	4,118	15.9	5,499

These data are, in part, estimates which are subject to revisions when final detail data become available. Because of the seasonal nature of the industry comparisons of monthly data from one period to another should be done with extreme caution. These data represent most, but not all, of the manufacturers in each product category being sold at retail in the fifty states and the District of Columbia.